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ULC Monastery Mail - American Marriage Ministries Proposal

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Dallas Goschie <dallas@ulc.org>

American Marriage Ministries Proposal

4 messages

Dallas Goschie <dallas@themonastery.org>

Fri, Jun 27, 2014 at 10:07 AM

To: Brian Wozeniak <brian@themonastery.org>, george galaxy <george_galaxy@hotmail.com>

Glen is still way ahead on the term "American Marriage Ministries" and it is where he derives the majority of his remaining organic traffic (despite the fact that our URL gives us some advantage). I think one of the major reasons that he is getting more clickthroughs than us here is because he has a much more appealing google search result.

First off, we should probably **revise our title tag**, I worry that the sparsity makes us look at best lazy and at worst illegitimate in comparison to Glen. Perhaps something like: "American Marriage Ministries - Legally Perform Marriages" or "American Marriage Ministries - Legal Online Ordination" or "American Marriage Ministries - Become an Authorized Minister"

I believe I've talked with Brian about this before as well, but I also worry that our meta description tag is hurting us here. One of the reasons Glen remains successful with his target audience is that they feel like he really serves that non-religious market. I worry that by so loudly linking ourselves with the Universal Life Church we are alienating that particular audience here. We have plenty of sites that are designed (and appear to be successful) at capturing the term "Universal Life Church"... we don't need americanmarriageministries.com to be doing the same. My understanding was that the purpose of this site was to **bury Glen**, and the only thing he really has left is that core group of non-religious people.

Therefore, in addition to revising our title tag I would also propose that we **alter our meta description tag** to read something like: "Legally perform marriage ceremonies by becoming a minister with the official American Marriage Ministries. Get ordained online, for free, in minutes!"

Additionally, I think it would behoove us to remove currently aggressive references to the "Universal Life Church" within the site.

Thoughts?

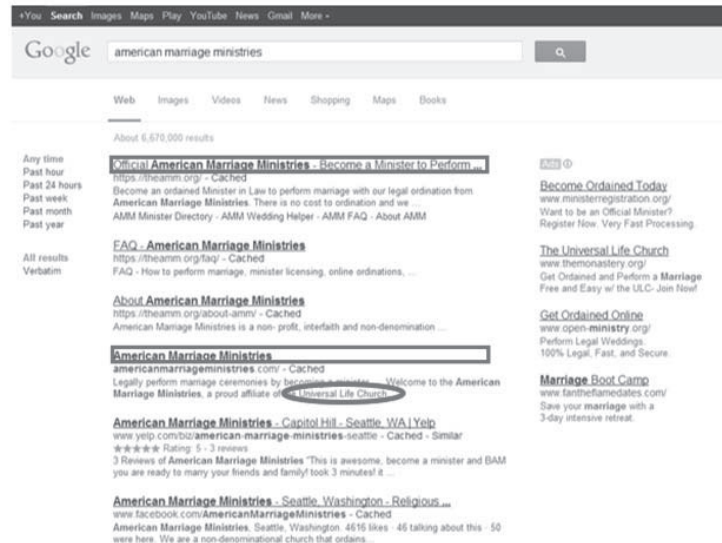


EXHIBIT 90

Brian Wozeniak <brian@themonastery.org>

Fri, Jun 27, 2014 at 10:31 AM

To: Dallas Goschie <dallas@themonastery.org>

Cc: george galaxy <george_galaxy@hotmail.com>

As far as the changes I think all of that sounds good to me. The other thing that stands out to me with Glen's title is the word "Official". If I were searching for that term and saw the word Official I would think that was the one I was looking for.

American Marriage Ministries - Official Site

Official American Marriage Ministries - Legal Online Ordination

Just some thoughts.

EXHIBIT
90

Carrie Reporting - 4/28/20 - Goschie

ULC Mnstry -- 001504

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ULC Monastery Mail - American Marriage Ministries Proposal

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Best Regards,

BRIAN WOZENIAK
Senior Web Developer / Media Director
Universal Life Church Monastery
2730 1st Ave S, Seattle, WA 98134
Phone: 206-285-1086
www.themonastery.org
[Quoted text hidden]

George_galaxy <George_galaxy@hotmail.com>
To: Dallas Goschie <dallas@themonastery.org>, Brian Wozeniak <brian@themonastery.org>
Cc: Anthony@themonastery.org

Fri, Jun 27, 2014 at 10:39 AM

Your points are convincingly laid out well.
I see no arguments against such.
Let's do it.
George
[Quoted text hidden]



Brian Wozeniak <brian@themonastery.org>
To: Dallas Goschie <dallas@themonastery.org>

Fri, Jun 27, 2014 at 12:03 PM

If you see any other references to "Universal Life Church" let me know, I think I got the main ones.

With Conan O'Brien, will have Anthony do this Monday since it is part of the image and I think he has a .psd file already setup for it.

Best Regards,

BRIAN WOZENIAK
Senior Web Developer / Media Director
Universal Life Church Monastery
2730 1st Ave S, Seattle, WA 98134
Phone: 206-285-1086
www.themonastery.org

On Fri, Jun 27, 2014 at 10:07 AM, Dallas Goschie <dallas@themonastery.org> wrote:
[Quoted text hidden]

ULC Mnstry -- 001505

<https://mail.google.com/mail/u/0?ik=f4ed078a3d&view=pt&search=all&permthid=thread-f%3A1472084148767373310&simpl=msg-f%3A14720841487...> 2/2

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Google american marriage ministries

Web Images Videos News Shopping Maps Books

About 6,570,000 results

Any time
Past hour
Past 24 hours
Past week
Past month
Past year

All results
Verbatim

Official American Marriage Ministries - Become a Minister to Perform ...
<https://theamm.org/> - Cached
 Become an ordained Minister in Law to perform marriage with our legal ordination from American Marriage Ministries. There is no cost to ordination and we ...
 AMM Minister Directory - AMM Wedding Helper - AMM FAQ - About AMM

FAQ - American Marriage Ministries
<https://theamm.org/faq/> - Cached
 FAQ - How to perform marriage, minister licensing, online ordinations, ...

About American Marriage Ministries
<https://theamm.org/about-amm/> - Cached
 American Marriage Ministries is a non-profit, interfaith and non-denomination ...

American Marriage Ministries
americanmarriageministries.com/ - Cached
 Legally perform marriage ceremonies by becoming a minister. Welcome to the American Marriage Ministries, a proud affiliate of the Universal Life Church.

American Marriage Ministries - Capitol Hill - Seattle, WA | Yelp
www.yelp.com/biz/american-marriage-ministries-seattle - Cached - Similar
 ★★★★★ Rating: 5 - 3 reviews
 3 Reviews of American Marriage Ministries "This is awesome, become a minister and BAM you are ready to marry your friends and family! took 3 minutes! it ..."

American Marriage Ministries - Seattle, Washington - Religious ...
www.facebook.com/AmericanMarriageMinistries - Cached
 American Marriage Ministries, Seattle, Washington. 4616 likes · 46 talking about this · 50 were here. We are a non-denominational church that ordains ...

AMM ⓘ

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[illegible]

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